

Meredith Rose

rosewestag@gmail.com

Education

University of Montana

August 2010 — December 2013

Transfer Undergraduate Student

B.A. in Geography (with a focus on
Community and Environmental
Planning)

Massey University, New Zealand

February 2013 — June 2013

Study Abroad Student in Resource
Planning

University of Denver

September 2009 — June 2010

Undergraduate Student

Work Experience

Rose West Ag Marketing & Resources - Hybrid Position

January 2021 — Present

Owner & Operator

- Create marketing materials for clients (i.e. logos, digital fliers, product labels)
- Website creation and management
- Collaborate with community partners to give clients a robust experience (i.e. local photographers and chefs)
- Research sales outlets and growing techniques
- Set up and manage social media platforms for clients
- Orchestrate CSA box program from sourcing to delivery
- Aggregate local food for large accounts or bulk purchases

Good Meat Project - Remote Position

September 2023 — Present

Program Coordinator

- Assist with FARMIN (Farmers & Ranchers Marketing Innovation Network) Program
- Assist with BACON (Butchers & Chefs Opportunity Network) Program
- Graphic design work as needed
- Coordinate Snapshot interviews as needed

Mystic Hills Farmstead - Clark, CO

June 2021 — August 2023

Farm Hand

- Outreach and coordination with local sales outlets
- Completing daily chores independently
- Assisting with various tasks as need (i.e. moving fence, harvesting veggies, moving animals, fixing fence)
- Designing and facilitating farm tours with pop-up farmstand

Hunger Free Colorado - Hybrid Position

November 2021 — Present

Regional Food Coordinator

- Assist community partners to connect food insecurity with local food funding for Northwest Colorado
- Working with government grants and programs such as Food Pantry Assistance Grant; Routt County Women, Infants, and Children; Routt County Council on Aging; Healthy School Meals for All

Community Agriculture Alliance - Steamboat Springs, CO

January 2021 — April 2023

CAA Market & Program Coordinator

- Oversee local food market operations
- Coordinate with producers for product drop-off
- Create marketing campaigns
- Design and facilitate programs (i.e. farm-to-table dinners, ranch tours, ag week, freezer storage)
- Manage market staff

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- Handle operating system logistics (Local Food Marketplace)
- Communicate with partnering agencies for events/ programs

- Design and edit website through Wordpress
- Completed Food Waste for Livestock Feasibility Study for City of Steamboat Springs

August 2020 — December 2020

CAA Market Staff

- Run market operations
- Create social media content
- Create marketing promotions such as videos, signage, etc.

- Design and edit website through Wordpress
- Design mass email communications through Constant Contact

July 2015 — April 2017

Administrative Assistant

- Clerical phone and email duties
- Website construction and maintenance with GoDaddy platform
- Monthly newsletter publication through Constant Contact

- Assistance in events such as the Cayuse Classic, Plate & Pint dinner, and Land Stewardship classes
- Graphic designer and assistant for event planning
- Social Media and Marketing coordination through Facebook, Instagram, FarmFan, and Local Food Marketplace

Rocky Mountain Farmers Union - Remote Position

January 2022 — August 2022

Drought Recovery Ground Beef Program Coordinator

- Contacting processors across state of Colorado for processing slots
- Discussing drought needs with farmers

- Finding optimal timing with slots at processors in agreement with operational needs
- Connecting producers with processors

Elkstone Farm - Steamboat Springs, CO

April 2018 — March 2020

Market Cultivator

- Website maintenance and content creation through WordPress
- Email correspondence with mailing list through Mail Chimp
- Oversee and actively manage all aspects in relation to Summer and Winter Farm Stands including, but not limited to: set-up, customer relations, inventory management, take-down
- Help develop Ag Tourism Program through managing reservations, creating program

- descriptions, responding to customer inquires, taking payment, and creating materials
- Product development for value-added goods
- Process and package produce, herbs, and goods
- Assistance with harvest days and general farm work in wash house and field
- Create dynamic ads for products and services
- Take inventory and complete product sales reports
- Run social media accounts (Facebook & Instagram)

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Organizational Involvement

- Northwest Colorado Food Coalition
- Rocky Mountain Farmers Union Northwest Colorado Chapter (President)
- Routt County Climate Action Plan Waste Working Group (Co-Chair)
- Colorado State Food Business Development Center Steering Committee
- 2023 Colorado Food Summit Steering Committee

Awards and Accolades

- Emerging Leaders in Food & Ag Award Winner (2021)
- Yampa Valley Sustainability Council Volunteer of the Year (2020)

Programs and Continuing Education

- Rocky Mountain Farmers Union Fellows (2020)
- The Western Meat School (2020)